



PATENT

#9 / C

PK
2-5-03

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Title: "System and Method for Integrating Off-Line User Ratings of
Businesses with Search Engines"

Applicant(s): SUNDARESAN, Neelakantan

Attorney Docket No.: AM9-99-0201

Serial No.: 09/488,471

Examiner: Tam V. Nguyen

Filed: 01/20/2000

Art Unit: 2172

Box: Amendment
Assistant Commissioner
for Patents
Washington, D.C. 20231

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AMENDMENT

Sir:

Applicant submits this Amendment in response to the Office Action of November 20, 2002, and respectfully requests that it be entered.

IN THE CLAIMS

All the claims on file remain unchanged, and are reproduced below:

1. (Unchanged) A system for use with a search engine to rank search results,
comprising:

an off-line ranking system for receiving any of users' off-line surveys or feedback
about businesses;

the off-line ranking system generating rating data from the any of the users' off-line
surveys or feedback;

wherein the rating data correlates higher quality search matches to higher business
satisfaction ratings; and

wherein the off-line ranking system indexes the rating data;